

## Message Text

LIMITED OFFICIAL USE

PAGE 01 LONDON 14594 111701Z  
ACTION EUR-12

INFO OCT-01 EA-10 IO-13 ISO-00 SP-02 ICA-11 AID-05  
EB-08 NSC-05 TRSE-00 SS-15 STR-07 OMB-01 CEA-01  
CIAE-00 COME-00 FRB-03 INR-10 NSAE-00 XMB-02  
OPIC-03 LAB-04 SIL-01 /114 W  
-----080413 111906Z /47

R 111647Z SEP 78  
FM AMEMBASSY LONDON  
TO SECSTATE WASHDC 9873  
INFO AMEMBASSY BONN  
AMEMBASSY BRUSSELS  
AMEMBASSY COPENHAGEN  
AMEMBASSY DUBLIN  
AMEMBASSY LUXEMBOURG  
AMEMBASSY PARIS  
AMEMBASSY ROME  
AMEMBASSY THE HAGUE  
USMISSION GENEVA  
AMEMBASSY TOKYO

LIMITED OFFICIAL USE LONDON 14594

USEEC ALSO FOR EMBASSY

USMTN ALSO FOR MISSION

E.O. 11652: N/A  
ETRD, UK, JA  
SUBJECT: IMPORTS OF JAPANESE CARS TO THE UK

EF: LONDON 12617 AND PREVIOUS

1. BOTH GOVERNMENT AND INDUSTRY OFFICIALS CONTINUE  
TO EXPRESS CONCERN AT THE HIGH LEVEL OF JAPANESE CARS  
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 LONDON 14594 111701Z

BEING SHIPPED TO BRITAIN.

2. MITI'S "STRONG ADMINISTRATIVE GUIDANCE" TO THE  
JAPANESE CAR INDUSTRY IN MARCH CONTAINED TWO UNDER-  
TAKINGS. FIRST, THE JAPANESE SHARE OF THE UK CAR MARKET  
IN 1978 WAS NOT TO EXCEED 10.6 PERCENT OF TOTAL SALES  
(I.E. THE 1977 JAPANESE MARKET SHARE). THE JAPANESE

MARKET SHARE THROUGH JULY WAS 10.79 PERCENT AND DECLINING. IT THUS APPEARS LIKELY THAT THIS PART OF THE UNDERSTANDING IS ON ITS WAY TO BEING MET.

3. THE SECOND UNDERTAKING WAS TO INSURE THAT THE "NUMBER OF PASSENGER CARS TO BE SHIPPED TO THE UK IN 1978 WILL NOT EXCEED THE LEVEL OF 1977. THROUGH JULY OF THIS YEAR 98,371 CARS HAVE BEEN SHIPPED, UP APPROXIMATELY 13 PERCENT FROM THE 86,910 CARS SHIPPED DURING THE SAME PERIOD IN 1977. JAPANESE OFFICIALS IN LONDON ARE TAKING THE LINE THAT SHIPMENTS WILL FALL RAPIDLY DURING THE NEXT FEW MONTHS, BUT UK OFFICIALS ARE MONITORING THE FIGURES CLOSELY WITH THE INTENT OF GOING DIRECTLY TO THE JAPANESE GOVERNMENT AGAIN IF THE DECLINE DOES NOT BEGIN SHORTLY.

4. WE UNDERSTAND THE JAPANESE CAR MANUFACTURERS HAVE POSTPONED THE SCHEDULED SEPTEMBER MEETING WITH THEIR BRITISH INDUSTRY COUNTERPARTS THAT WAS TO REVIEW THE 1978 SITUATION AND DISCUSS SHIPMENT AND SALES LEVELS FOR 1979. THE UK DEPARTMENT OF TRADE APPEARS READY TO STEP IN AGAIN THIS YEAR TO GET A SATISFACTORY UNDERSTANDING WITH THE JAPANESE GOVERNMENT IF AN INDUSTRY-TO-INDUSTRY AGREEMENT CANNOT BE WORKED OUT.

BREWSTER  
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 LONDON 14594 111701Z

LIMITED OFFICIAL USE

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** IMPORTS, AUTOMOBILES, GOVERNMENT REACTIONS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 11 sep 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 20 Mar 2014  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978LONDON14594  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780370-0025  
**Format:** TEL  
**From:** LONDON  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780982/aaaacpud.tel  
**Line Count:** 94  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** fb5f7053-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EUR  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 05 may 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1486742  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** IMPORTS OF JAPANESE CARS TO THE UK EF: LONDON 12617 AND PREVIOUS  
**TAGS:** ETRD, EIND, UK, JA  
**To:** STATE USEEC MULTIPLE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/fb5f7053-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014